

**NW Regional Air Service Initiative**  
**Oregon Department of Aviation**  
**Washington Department of Transportation –Aviation**  
**Washington Airport Management Association**  
**Oregon Airport Management Association**

August 24, 2006

Washington & Oregon Airport Managers;

I am excited to provide you with your Small Community Air Service Development Toolkit. This Toolkit is the first element of a three-phase project developed and funded by the Oregon Department of Aviation, Washington Department of Transportation – Aviation, Washington Airport Management Association, Oregon Airport Management Association, and US Department of Transportation to improve air service to rural communities in the Northwest.

The goals of the Northwest Regional Air Service Initiative are to

- ▶ Improve air service to a broad section of the Oregon and Washington traveling community;
- ▶ Provide better access from secondary markets in Oregon and Washington to the national air transportation system; and
- ▶ Engage smaller communities in Oregon and Washington in finding solutions to regional air service issues.

The approach for accomplishing the project goals is:

- ▶ Provide all secondary communities in Oregon and Washington that desire air service improvements with self-help tools to understand, evaluate, and become actively engaged in air service solutions at the local level.
- ▶ Identify secondary communities in Oregon and Washington that can support enhanced or new air service and develop strategies for implementing broad air service improvements in these two states.

The Toolkit in this package contains a Handbook and DVD that are designed to provide your community with the information needed to become actively engaged in air service solutions. In addition to the Toolkit, Phase I of the NW Regional Air Service Initiative includes a Small Community Mentor Program. Airport Managers from our states with experience in air service development have volunteered to help answer your questions about improving service in your community. Information on the Mentor Program is also included in this packet.

Once you have gone through the Toolkit, if you think you have a viable airline market and the support of your community, you may choose to participate in Phase II of the program: Small Community Air Service Market Analysis. This element will provide your community with airline passenger and destination information that will determine if your community is likely to support unsubsidized, sustainable air service enhancements or new air service. To participate in Phase II, your community will need to provide full funding of this market analysis: \$5,000. Due to US Department of Transportation rules, this funding must come entirely from non-Airport funds. At the conclusion of the Phase II study you will be provided with a brief report of the findings.

Phase III: Oregon –Washington Small Community Air Service Strategies, will research and evaluate strategies for securing air service improvements for communities in Oregon and Washington that can demonstrate that their respective markets can support air service and have community commitment to support air service improvements. Smaller communities that have taken the initiative to review the Phase I: Took Kit and complete the Phase II: Market Analysis will be considered for this strategy development phase. It must be noted that participation in any or all phases of this program will not guarantee or ensure air service improvements. But the NW Regional Air Service Initiative partners agree that by working together as a region, we are much more likely to secure air service improvements for the broadest section of the Pacific Northwest.

The deadline to apply for inclusion in the Phase II Market Analysis is October 1, 2006. An application for this program is included in this packet. We anticipate completing the Market Analyses by the end of the year and having Regional Strategies developed by Spring 2007. It is the intent of the NW Regional Air Service Initiative to apply for a second US Department of Transportation grant in 2007 to implement the regional strategies developed through this program.

If you have any questions about this program or your participation, please don't hesitate to call me at (541) 883-5373 or any of the Program Mentors listed on the included brochure.

I look forward to working with you on our air service needs!

Sincerely,

Ann B. Crook  
Consortium Manager